

## COMMODITY DISPLAY DEVICE

### CROSSREFERENCE TO RELATED APPLICATIONS

[0001] This application is based upon and claims the  
5 benefit of priority from the prior Japanese Patent  
Application No. 2003-025227, filed January 31, 2003, the  
entire contents of which are incorporated herein by reference.

### BACKGROUND

#### 10 1. FIELD OF THE INVENTION

[0002] The present invention relates to a commodity  
display device, which can easily provide a space for  
displaying commodities and the like by forming a commodity  
display wall surface on a wall of shops or exhibition booths  
15 to cover the wall and detachably fitting support members for  
hanging and placing commodities to the commodity display wall  
surface.

#### 2. DESCRIPTION OF THE RELATED ART

20 [0003] Conventionally, commodities were exhibited and  
displayed by having shelf receiving pillars (pillars with  
slits) and the like attached to a wall of shops, exhibition  
halls and the like, and members such as shelf receiving  
brackets, shelf boards, hanger pipes, hooks and the like  
25 attached to the pillars to exhibit and display the  
commodities. A display space for the display and sale of  
commodities was formed by having a wall surface member or the  
like, to which shelf members or hanging members were

detachably attached, attached to a wall surface of shops, exhibition booths and the like and the shelf members or the hanging members fitted to the wall surface member.

Specifically, the wall surface member was attached in plural  
5 stages vertically to form a display wall surface, and the shelf members or the hanging members were attached to the wall surface to form the commodity display space. For example, the shelf members or the hanging members called as hooks or brackets were disposed on a vertical wall surface  
10 member as required, and the commodities were directly suspended from the hooks or the brackets, or shelf boards were placed on the brackets to display the commodities on the shelf boards.

[0004] The commodity display is required that the wall  
15 surface member itself has a decorative effect. Generally, the wall surface member itself is fixed to a wall surface of shops or the pillars erected in the exhibition booth with fittings such as screws from the surface side of the wall surface member.

20 [0005] However, it is general that a conventional wall surface member for the display of commodities has the shelf members or the hanging members attached from above to the wall surface member. Therefore, it is suitable because a load is naturally applied when such members are attached.  
25 But, there was a problem that the shelf members or the hanging members were easily removed by applying an upward small force because they were not locked against an upward force.

[0006] Work to horizontally fix plural catching members to the wall surface member is troublesome, and it is hard to smoothly and quickly conduct the commodity displaying work. Therefore, after the catching members are attached, each  
5 attaching/removing operation of the hooks or the brackets to those catching members is troublesome, and their attaching/removing positions become static.

[0007] When the wall surface member was fixed to the wall surface or pillars of the shops and the like with screws from  
10 the front side, the screw heads were exposed on the surface of the wall surface member, degrading a decorative effect and an interior effect of the wall surface member itself.

[0008] The present invention remedies the existing drawbacks and provides a commodity display device which can  
15 display or hang commodities with shelf members or hanging members, which are attached to a wall surface member, readily and securely attached by a single operation from below. It is also an advantage of the invention to provide a commodity display device, which can prevent screws for fixing the wall  
20 surface member from being exposed on the wall surface.

#### BRIEF SUMMARY OF THE INVENTION

[0009] A commodity display device according to an embodiment of the present invention comprises a wall surface  
25 member having a turning space with catching grooves formed on its inside wall by forming a catching protrusion bar on a long vertical wall surface, which is to be attached to a wall surface or the like of a shop or the like, so to protrude and

overhang from the vertical wall surface and extending the catching protrusion bar downward to form a semicircular flection, and a hanging shelf member having a catching member vertically formed at a leading end of a rod shape support member for supporting commodities or the like to be displayed, a leading end of the catching member bent into an L shape to form a standing part, and engagement projections formed on the bent part and the pointed part of the standing part; wherein the standing part of the hanging shelf member is turned along the inside wall surface of the turning space of the wall surface member to engage the engagement projections of the standing part with the catching grooves, the catching member comes into close contact with the vertical wall surface, and the support member becomes substantially vertical with respect to the vertical wall surface.

[0010] The turning space of the wall surface member of the invention comprises a catching groove formed on the vertical wall surface; a catching groove formed on the inner side of the leading end of the semicircularly bent catching protrusion bar; and a hollow part in which the catching member turns.

[0011] The engagement projections of the hanging shelf member are formed by protruding on the back surface of the standing part which is bent into the L shape and slanting a pointed part formed by bending the catching member.

[0012] According to the commodity display device of the invention, the standing part of the catching member of the hanging shelf member is turned to insert from below into the

turning space of the wall surface member, and two engagement projections of the standing part are turned within the turning space to be automatically guided so to be fitted into the catching grooves of the turning space. In this case, the catching member comes into close contact with the vertical wall surface, and the engagement projections are fitted into the catching grooves by the own weight of the hanging shelf member. An upward force does not disconnect the fitting of the engagement projections. Thus, the support member can be held stably.

[0013] The commodity display device of the invention has the catching grooves in the hollow part and the engagement projections mutually engaged by the turning operation of the engagement projections and a pressure welding by the own weight of the hanging shelf member.

[0014] According to the commodity display device of the invention, the attaching/removing operation of the engagement projections of the hanging member can be conducted quickly and easily by a single operation.

[0015] Besides, the commodity display device of the present invention comprises the vertical wall surface comprising plural wall surface members, which are assembled to be mutually adjacent in a vertical direction, and one of the adjacent wall surface members is screwed to cover setscrews of the other wall surface member.

[0016] According to the commodity display device of the invention, the vertical wall can be installed to have an area according to the space, height and the like of a shop, and

setscrews are prevented from being exposed so to directly enhance a decorative effect and an interior effect of the entire vertical wall surface.

5 BRIEF DESCRIPTION OF THE DRAWINGS

[0017] The present invention will be described with reference to the drawings, which are provided for illustration only and do not limit the invention in any respect.

10 [0018] Fig. 1 is a perspective view schematically showing the commodity display device according to one embodiment of the invention.

[0019] Fig. 2 is an expanded sectional view of a substantial part of the commodity display device according to  
15 an embodiment of the invention.

[0020] Fig. 3 is an expanded sectional view of a substantial part of the structure of wall surface members attached to a wall surface according to an embodiment of the invention.

20 [0021] Fig. 4 is a perspective view showing an example of a hanging shelf member according to an embodiment of the invention.

[0022] Fig. 5 is an expanded sectional view of a substantial part showing a procedure of assembling the  
25 commodity display device according to an embodiment of the invention.

[0023] Fig. 6 is an expanded sectional view of the substantial part showing the procedure of assembling the

commodity display device according to the embodiment of the invention.

[0024] Fig. 7 is a perspective view showing another example of the hanging shelf member according to an

5 embodiment of the invention.

[0025] Fig. 8 is a perspective view showing another example of the hanging shelf member according to an

embodiment of the invention.

## 10 DETAILED DESCRIPTION OF THE INVENTION

[0026] One embodiment of the invention will be described with reference to the accompanying drawings.

[0027] Fig. 1 is a perspective view schematically showing the commodity display device according to one embodiment of  
15 the invention; Fig. 2 is an expanded sectional view of a substantial part of the commodity display device according to an embodiment of the invention; Fig. 3 is an expanded sectional view of a substantial part of the structure of wall surface members attached to a wall surface according to an

20 embodiment of the invention; Fig. 4 is a perspective view showing an example of a hanging shelf member according to an embodiment of the invention; Fig. 5 is an expanded sectional view of a substantial part showing a procedure of assembling the commodity display device according to an embodiment of  
25 the invention; Fig. 6 is an expanded sectional view of the substantial part showing the procedure of assembling the commodity display device according to the embodiment of the invention; and Fig. 7 is a perspective view showing another

example of the hanging shelf member according to an embodiment of the invention.

[0028] Fig. 1 illustrates a structure of the commodity display device according to the invention attached to a wall surface 1 of a shop or the like. The commodity display device according to the invention is comprised of wall surface members 2 and hanging shelf members 3 as shown in the figure.

[0029] The wall surface member 2 is formed by forming a catching protrusion bar 2b, which overhangs from a long vertical wall surface 2a, on the vertical wall surface 2a which is attached to the wall surface 1 or the like of a shop or the like, extending the catching protrusion bar 2b to form a semicircular flection 2c downward so to form a catching groove 2d on the inside wall of the flection 2c and forming a catching groove 2e on the inside wall of the vertical wall surface 2a so to form a turning space 2f. The hanging shelf member 3 has a catching member 3a vertically formed at a leading end of a support member 4 for supporting commodities or the like to be displayed, a leading end of the catching member 3a bent into an L shape to form a standing part 3b, and engagement projections 3c, 3d formed on the bent part and the pointed part of the standing part 3b.

[0030] The wall surface member 2 and the hanging shelf member 3 will be described with reference to Fig 2 and Fig. 3.

[0031] The wall surface member 2 which is attached to the wall surface 1 has the catching protrusion bar 2b, which overhangs from the vertical wall surface 2a, formed on the



long vertical wall surface 2a as shown in Fig. 3. The catching protrusion bar 2b is integrally formed in plural numbers, for example two or three, on the vertical wall surface 2a in a longitudinal direction. The catching protrusion bar 2b is extended downward to form the semicircular flection 2c so to form the turning space 2f having the catching grooves 2d, 2e on its inside wall. At the bottom of the catching protrusion bar 2b, an opening 2g for inserting the standing part 3b of the hanging shelf member 3 is formed between the vertical wall surface 2a and the leading end of the catching protrusion bar 2b.

[0032] The top end of the wall surface member 2 has a small thickness, and countersunk screw holes 5, which have a two-stage inside diameter and depth, are formed at the top end of the wall surface member 2. A setscrew 6 for fixing the wall surface member 2 to the wall surface 1 or pillars of a shop and the like is inserted through the countersunk screw hole 5 as shown in Fig. 2. The head of the setscrew 6 is buried in the countersunk screw hole 5. As shown in Fig.3, a catching protrusion bar 2b having a circular catching face is horizontally formed in the neck of the uppermost catching projection.

[0033] Meanwhile, the lower part of the wall surface member 2, which is positioned above the lower wall surface member 2, is formed to have its back surface scooped (hollowed) so to have a small thickness. And, this lower part is overlaid to cover the thin top end of the wall surface member 2, and a catching projection, which is formed

at the bottom end to have a circular catching face, is fitted into the catching groove 7. Thus, the setscrew 6 is not exposed to the surface of the wall surface member 2, and the wall surface member 2 is position above and connected to the top of the wall surface member 2 as shown in Fig. 3.

[0034] All the catching protrusion bars 2b have the same shape and dimensions to have an overhang form and the opening 2g at the bottom, and the turning space 2f is formed in a position to oppose the wall surface member 2 and to continue from the opening 2g.

[0035] Then, the hanging shelf member 3 will be described with reference to Fig. 4. The hanging shelf member 3 has the catching member 3a formed vertically at the leading end of the support member 4 for supporting commodities and the like to be displayed, the end of the catching member 3a bent into an L shape to form the standing part 3b, and the engagement projections 3c, 3d formed on the bent part and the pointed part of the standing part as shown in Fig. 4. Thus, the engagement projection 3d of the hanging shelf member 3 is formed by protruding from the back surface of the standing part bent in the L shape and having a slope on the side of the catching member 3a. The standing part 3b which is erected into the L shape at one end has a shape and dimensions so to be insertable into the turning space 2f through the opening 2g. The leading end of the standing part 3b and the base bottom surface of the standing part 3b are formed to have the engagement projections 3c, 3d as the engagement members which can be engaged with the catching

grooves 2d, 2e within the turning space 2f. The turning space 2f as a whole has a shape with dimensions slightly larger than and similar to the standing part 3b.

[0036] Therefore, the leading end of the catching member 3a including the standing part 3b has a shape and dimensions so to be movable with some allowance within the opening 2g and the turning space 2f of the catching projections bar 2b.

[0037] The catching member 3a can also be formed to have a shelf board 15 as a commodity supporting member protruded into a substantially T shape as shown in Fig. 7.

[0038] Then, a method of assembling the commodity display device will be described with reference to Fig. 5, Fig. 6 and Fig. 1.

[0039] As shown in Fig. 1, the wall surface member 2 is attached to the bottom of the wall surface 1 of shops, exhibition booths and the like with the setscrews 6, and the next wall surface member 2 is attached to cover the top of the first wall surface member 2. Thus, the wall surface members 2 are sequentially assembled to form the vertical wall surface.

[0040] Subsequently, the catching member 3a is fitted to the catching protrusion bar 2b of the wall surface member 2. As shown in Fig. 5, the end of the standing part 3b of the catching member 3a is positioned in the opening 2g of the catching protrusion bar 2b at an angle that the catching member 3a becomes substantially horizontal.

[0041] Subsequently, the catching member 3a is turned to guide the standing part 3b in the arrow direction from the

opening 2g deep into the turning space 2f and pivoted in the turning space 2f of the catching protrusion bar 2b as shown in Fig. 6.

[0042] By turning in the arrow direction, the catching member 3a changes from the vertical state to a state parallel with the wall surface member 2 as shown in Fig. 6. And, the standing part 3b is within the turning space 2f, and the bottom surface of the catching member 3a (the left side surface in Fig. 6) comes substantially into contact with the wall surface member 2. Therefore, the support member 4 becomes substantially vertical to the wall surface member 2. Here, when the turning operation is ended, the catching member 3a lowers slightly by its own weight, and the engagement projections 3c, 3d are fitted into the catching grooves 2d, 2e. Therefore, the standing part 3b is stably held without dropping out of the turning space 2f. Thus, commodities can be placed on, displayed on or hanged from the support member 4, which is vertically protruded with respect to the catching member 3a.

[0043] The hanging shelf member can also be placed on the support member 4 and held to be horizontal as well as vertical with respect to the wall surface member 2. And, even when the commodities are placed on it, the catching member 3a does not come off the catching protrusion bar 2b, and the commodities can be safely exhibited or displayed. And, the catching member 3a can be removed simply and quickly from the wall surface member 2 by reversing the procedure shown in Fig. 5 and Fig. 6.

[0044] The hanging shelf member 3, which is attached to the catching protrusion bar 2b, is not detached from the catching protrusion bar 2b unless the catching member 3a is turned an angle so to become substantially horizontal as shown in Fig. 5. Therefore, even if the hanging shelf member 3 is turned a prescribed angle when commodities are suspended from the support member 4, the hanging shelf member 3 is not detached from the catching protrusion bar 2b. Thus, the commodities can be exhibited or displayed efficiently.

10 [0045] The support member described above had a rod shape as an example as shown in Fig. 4, but it is not limited to the rod shape but can be a long plate-shaped support member 15 with a board type catching member 12 as shown in Fig. 7. In this embodiment, the support member 15, which is formed through the catching member 12, can be used as a shelf.

[0046] As shown in Fig. 8, the shelf hanging member 3 may be configured by dividing to have catching parts 3a, 3a and holding parts 3e, 3e, extending a support rod 16 from each of them and disposing a support member 17 at the center. In this case, the catching parts 3a, 3a have the standing part which is configured in the same way as in Fig. 4. And, the standing part has the same function and effect.

[0047] As described above, according to the present invention, the standing part of the catching member is inserted through the opening and turned so to engage with the catching grooves for the engagement projections so to hang along the flat surface of the catching member with respect to the vertical wall surface of the wall surface member, and the

support member can be protruded in a direction orthogonal to the vertical wall. Thus, there is provided an advantage that commodities can be displayed easily and quickly.

5 [0048] Because the engaged state of the turning space and the standing part of the catching member is obtained by the turning operation of the engaged member and its lowering by its own weight, there is obtained an effect that the support member can be attached to and removed from the wall surface member securely, simply and quickly by a single operation.

10 [0049] The vertical wall surface member is formed by assembling plural wall surface members to be vertically adjacent to each other and screwing one of the neighboring wall surface members to cover the setscrews of the other wall surface member, so that the vertical wall can be assembled to  
15 have an area according to the space, height and the like of shops. Thus, there are obtained the effects that the setscrews can be prevented from being exposed, and the decorative and interior effects of the entire wall surface can be enhanced.

20 [0050] It is to be understood that the present invention is not limited to the specific embodiments thereof illustrated herein, and various modifications may be made without deviating from the spirit and scope of the invention.